

1 Add 2 Cal. Code Regs. Section 18450.4 to read:

2 **18450.4. Contents of Disclosure Statements. Advertisement Disclosure.**

3 Where a “disclosure statement” or “disclosure” is required for an advertisement under  
4 Government Code sections 84503, 84504, and 84506, the following shall apply to the  
5 committee that authorized and paid for the advertisement:

6 (a) Disclosures required under Government Code sections 84503 and 84506 shall  
7 include the name of the \$50,000 contributor or contributors, pursuant to 2 Cal. Code Regs.  
8 section 18450.3

9 **{Decision 5}**

10 **OPTION 1:** [. The disclosure shall explicitly indicate that the contributor or contributors  
11 were major donors to the committee by stating, for example, "major funding by" or "major  
12 support provided by." ]

13 **OPTION 2:** [, and a statement reporting that the specific contributor or contributors made  
14 contributions of {Decision 5a} [\$50,000 or more] [exact amount] to the committee.]

15 **OPTION 3:** [.]

16 (b) The disclosures required by Government Code section 84504 shall be presented  
17 in a clear and conspicuous manner to give the reader, observer or listener adequate notice of  
18 the identity of the person(s) or committee(s) that paid for the communication, as specified  
19 below.

20 (1) Television: The information shall be both written and spoken at the end of the  
21 communication, except that if the disclosure statement is written for at least five seconds  
22 of a thirty second broadcast or ten seconds of a sixty second broadcast, a spoken  
23 disclosure statement is not required. The written disclosure statement shall be printed in

1 letters equal to or larger than four percent of the vertical picture height that air for not less  
2 than four seconds.

3 (2) Radio: The information shall be spoken at the end of the communication and  
4 shall last at least three seconds.

5 (3) Print Media: The height of disclosure statements shall constitute at least five  
6 percent (5%) of the height of the printed space of the advertisement, provided that the  
7 type shall in no event be less than 10 points in size and printed in a contrasting color to  
8 the background on which it appears.

9 (4) If a single print media advertisement consists of multiple pages, folds, or  
10 faces, the disclosure requirement of this section applies only to one page, fold, or face.

11 (5) Each communication that would require a disclosure if distributed separately,  
12 and that is included in a package of materials, must contain the required disclosure.

13 NOTE: Authority cited: Section 83112, Government Code.  
14 Reference: Sections 84503, 84504 and 84506, Government Code.